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Farm Broadcasters Letter

United States Department of Agriculture Office of Public Affairs Radio-TV Division Washington D.C. 20250 (202) 447-4330

Letter No. 2434

Oct. 27, 1989



SECRETARY OF AGRICULTURE Clayton Yeutter and U.S. Trade Representative Carla Hills respond to reporters' questions during the Oct. 24 press conference about farm trade proposals. Yeutter and Hills outlined the U.S. proposals to liberalize world ag trade, including phasing out export subsidies over five years. (USDA Photo by Bob Nichols.)

FRANKS TO CONTINUE -- Sec. Yeutter has announced that J. Robert Franks will continue as deputy general counsel at USDA. He has held the post since July 1986. Franks has served in a number of positions in USDA's Office of the General Counsel and with the Congress. Franks is a native of Iowa and received his bachelor's degree from Drake University, Des Moines, and his law degree from New York University School of Law.



MEET LARRY COLLINS, the hand behind USDA RADIO's voices. Larry, who is our radio production specialist, also coordinates the purchase of equipment and oversees our radio contracts. In his off-hours, Larry is sound coordinator and stage manager for "Mother's Band," a community service band. The bulk of the band's gigs are done for residents of prisons, homes for wayward youth, senior citizens nursing homes and other shut-ins. Larry also devotes many volunteer hours counseling people recovering from drug and alcohol dependency.



FOOD NEWS -- It's not too soon to begin thinking about healthy and safe eating for the holidays. The Holidays 1989 issue of "Food News for Consumers" features stories about taking your turkey dinner on the road, safe holiday recipes, healthy eating for the holidays, leftover turkey plus teenagers and stemming salmonella in chicks. There's also a handy chart to guide consumers from the store through stuffing, baking and storing leftovers. Want a copy? Call Marci Hilt (202) 447-6445.



BROADCASTING EXHIBIT -- We'll have the USDA Broadcasting Exhibit at the National Association of Farm Broadcaster's Trade Talk in Kansas City, Nov. 9. We thought you might like to see our staff: Mocile Trotter, Marci Hilt, Pat O'Leary, Vic Powell, Gary Crawford, Florence Kelly, Debbie Janifer, Brenda Curtis, Lynn Wyvill and Maria Bynum. Stop by the USDA booth (#60 & 61) to meet Brenda & Marci as well as agency broadcast specialists. You'll meet a dog that finds smuggled foods and watch scientists build you a soil sample. (USDA Photo by Larry Rana.)

FROM OUR RADIO SERVICE

AGRICULTURE USA #1690 -- Only Gary Crawford could create a masterpiece about ... VEGETABLES. In this zany program, Gary tells us that vegetables are more than just food -- they're cartoon characters as well as villians in science fiction shows. You're won't want to miss this one! (Weekly reel -- 13-1/2 min. documentary.)

CONSUMER TIME #1172 -- Trimming fat from burgers; the results of ag research; generic vs. brand names; cut spending at the supermarket; fighting flies. (Weekly reel of 2-1/2 - 3 min. consumer features.)

AGRITAPE #1679 -- USDA NEWS HIGHLIGHTS; conservation reserve sign-up; GATT update; U.S. solid wood product exports are on the rise; battling soil erosion. (Weekly reel of news features.)

NEWS FEATURE FIVE #1243 -- High-tech irrigation; measuring nitrogen loss; ozone and pine trees; acid rain effects; a weighty dilemma. (Weekly reel of research feature stories.)

UPCOMING ON USDA RADIO NEWSLINE -- Wed., Nov. 1, horticultural exports; Fri., Nov. 3, fruit outlook; Tues., Nov. 7, weekly weather & crop outlook; Thurs., Nov. 9, U.S. crop production, Soviet grain outlook, world ag supply & demand.

DIAL THE USDA RADIO NEWSLINE (202) 488-8358 or 8359.
Material changed at 5 p.m. EDT each working day.

FROM OUR TELEVISION NEWS SERVICE

USDA TV NEWS SERVICE (Oct. 26, 28 & 30) -- Sec. Clayton Yeutter on proposals for agriculture and service in the Uruguay Round; USDA Chief Meteorologist Norton Strommen on the earthquake in California; USDA Economist Greg Gajewski on ag outlook; USDA Economist Janet Livezey on the rice outlook; and Granville Frye of APHIS on swine identification.

AG UPDATE -- Kathleen Katras talks with Jim McMullen, ASCS specialist, about conservation reserve program payments; Eric Parsons has a report on conservation compliance with William Penn.

FEATURES -- Lynn Wyvill reports on the Western N.Y. grape harvest & innovations on grape harvest; Brenda Curtis takes a look at the grape harvest industry and how it has changed in the years since her grandfather raised grapes; DeBoria Janifer reports on holiday pumpkin varieties.

Available on satellite Westar IV, audio 6.2 or 6.8:

THURSDAY 7:30-7:45 p.m., EDT, Transponder 12D
SATURDAY 10:30-11:15 a.m., EDT, Transponder 10D
MONDAY 8:30-9:15 a.m., EDT, Transponder 12D
(Repeat of Saturday transmission)

SNOWFALL...a record early mid-October one in Indiana, says Randy Schmitt (WIKY, Evansville). Didn't interfere with the harvest, Randy says, most everything is in. Corn crop is outstanding, with white corn finding extra markets and higher prices. Most producers are feeling good about the year, but they're being cautious about equipment purchases. Randy is covering a story about a major local packing company changing hands; it could affect producers in his area.

NEW...farm director at KFEQ, St. Joseph, Mo. Gary Wergin (KDTH, Dubuque, Iowa) will assume the post Nov. 2. Gary says Dubuque area FFA will receive chapter safety awards at the upcoming convention in Kansas City for painting safety messages on roadside silos and placing safety stickers on tractors.

JOB OPENING...at AG DAY in Indianapolis for TV camera operator with editing and writing capabilities. Contact: Barbara Leinberger (317) 463-5077.

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Office of Public Affairs
Radio-TV Division
U.S. Department of Agriculture
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INTERN...last year at WRFD, Columbus, Ohio, Christi Bentley, will join the staff full-time this December as assistant farm director. Farm Director Joe Cornely says Christi served this summer in San Angelo, Texas, working with Roddy Peebles' VSA.

STEPPING...back from the microphone is Gail Hamilton (WTSO, Madison, Wisc.). Gail has retired, but is keeping busy on the local farm advisory board.

IOWA...producers are concerned about ground moisture, says Monty Beal (KWPC, Muscatine). Latest reports reveal subsoil is 94 percent short of moisture; topsoil 65 percent. Dry conditions have helped speed a reasonable harvest, but the region needs soaking rains. Will there be a change in weather patterns resulting from increased sunspot activity and solar storms? We could have an interesting winter ahead.

VIC POWELL
Chief, Radio & TV Division